

## 2015 SLC Workshops

**Monday, April 13**

Rooms	1:30-2:15	3:00-3:45
Iowa	<p><b>Fame. Fortune. Or Failure? The business world of social media.</b> —Marna Holley, Gundersen Health System <i>Effective business practices on social media are worlds away from daily interactions with your friends. What works? What doesn't? What happens when you're the one responsible for making social media pay off for your business?</i> (Cheyenne)</p>	<p><b>Fame. Fortune. Or Failure? The business world of social media.</b> —Marna Holley, Gundersen Health System <i>Effective business practices on social media are worlds away from daily interactions with your friends. What works? What doesn't? What happens when you're the one responsible for making social media pay off for your business?</i> (Dalton)</p>
Illinois	<p><b>You and the World of Work</b> Kristy Bronk—Manpower <i>The world of work is changing. Your life is changing. What you do is changing. How will you market your personal brand to ensure a successful career path? Let Manpower Help!</i> (Molly)</p>	<p><b>Using Career Cruising &amp; Other Tools for Career Exploration</b>--Myron Daubert—Department of Workforce Development (DWD) <i>Learn about tools and strategies for Career Exploration. A description of how to use the informative career exploration site, Career Cruising, will be given as well as other resources valuable in exploring career fits.</i> (Roshani)</p>
WI 1	<p><b>Career Success</b> Tamara Wagner, Program Manager of Junior Achievement of Coulee Region <i>The skills and habits you develop now will become the tools you will use in the workplace. We will identify and discuss strong soft skills that are in demand by employers. This will be a hands-on session to learn about ways to conduct yourself and how the small choices you make each day create habits</i> (Bridget)</p>	<p><b>President Lincoln—Social Media Genius!--</b> Doug Billings, VP Sales Empire Screen Printing <i>In today's business world, building your online personal brand is critical to success. Build and nurture your personal brand and you'll make yourself a must-have, can't-fail professional. Lincoln Harnessed his brand power to win a war and change a nation!</i> (Rahul Mital)</p>

<b>WI 2</b>	<b>Sculpting Scholars: How to be a Successful College Student</b> Golden Key—UWL <i>UW-La Crosse students will discuss qualities of successful college students, including study skills, organizational strategies, and involvement opportunities. ~ The presenters are well-qualified to discuss success, as they have been admitted to the Golden Key International Honour Society, representing the top 15% of students.</i> (Austin)	<b>Sculpting Scholars: How to be a Successful College Student</b> Golden Key—UWL <i>UW-La Crosse students will discuss qualities of successful college students, including study skills, organizational strategies, and involvement opportunities. ~ The presenters are well-qualified to discuss success, as they have been admitted to the Golden Key International Honour Society, representing the top 15% of students.</i> (Stephanie)
<b>Radisson Center</b>	<b>1:30</b> Keynoter—Amanda Hammett (Sydney Wilcox)	<b>3:00</b> Keynoter—Amanda Hammett (Abby)

**Tuesday, April 14**

<b>Radisson Center</b>	<b>10:00</b> Keynoter—Amanda Hammett (Colby)	
------------------------	---	--